

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
Lesya Ukrainka Volyn National University  
International Communications and Political Analysis Department  
International Relations Faculty

**SYLLABUS**  
**of a normative academic component**  
**INTERNATIONAL INFORMATION AND PUBLIC COMMUNICATIONS**

**BACHELOR Training**

**Specialty 291 «International Relations, Public Communications and Regional Studies»**

**Educational and professional programmes «International Information and Public Communication», «International Relations»**

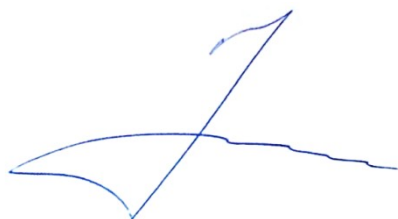
**The syllabus of the academic component** *International Information and Public Communications*, Education Level *Bachelor*, Field of Knowledge *29 International Relations*, Specialty *291 International Relations, Public Communications and Regional Studies*, Educational and professional programmes *International Information and Public Communications, International Relations*.

**Developer:**

Doctor of Political Sciences, Professor,  
Professor of the International Communications  
and Political Analysis Department,  
**Nataliia Karpchuk**

**Approved**

by the Guarantor of Education and Professional Programme:



**Serhii Fedoniuk**

**The syllabus of the academic component** *International Information and Public Communications* was approved at the meeting of the International Communications and Political Analysis Department  
Protocol No. 1 as of September 01, 2023

Acting Head of the Department:



**Yevhenia Vozniuk**

## I. THE DESCRIPTION OF ACADEMIC COMPONENT

Indicator Name	Field of knowledge, educational and professional programme / education and research program, education level	Characteristics of academic component
<b>Full-time form of education</b>	29 International Relations, Specialty 291 International Relations, Public Communications and Regional Studies, International Information and Public Communications, International Relations, Bachelor	<b>Normative</b>
<b>Number of hours / credits</b>		<b>Year of study: I</b>
		<b>Semester: 2<sup>nd</sup></b>
150 / 5		<b>Lectures : 24 hours</b>
<b>Individual Student's Work:</b> no		<b>Practical classes (seminars) 24 hours</b>
		<b>Laboratory classes 20 hours</b>
		<b>Independent work 72 hours</b>
<b>Language of study:</b>		English

## II. INFORMATION ABOUT THE INSTRUCTOR

**Name** Nataliia Karpchuk

**Scientific Degree** Doctor of Political Sciences

**Academic Title** Professor

**Title** Professor of the International Communications and Political Analysis Department

**Contacts** [Natalia.Karpchuk@vnu.edu.ua](mailto:Natalia.Karpchuk@vnu.edu.ua), 097 494 3183

**Days Classes** according to the schedule (<http://194.44.187.20/cgi-bin/timetable.cgi>)

## III. DESCRIPTION OF THE ACADEMIC COMPONENT

### 1. Abstract

The communication process and its structure, models of communication as transmission, ritual, attraction of attention and reception; effects of communication as a desired goal during interaction; laws of communication as non-rigid tendencies of communication; functions and role of communication in society; types of public communications. Concept of international information. The role of international information in international relations. Information dimension of international cooperation. The impact of the information revolution on the system of international relations. Concept of information society, principles of its construction and its components. Theoretical foundations of information and communication policy. Information policy of international organizations and states. Information and communication policy of the EU. Informational security. Information threats. Information warfare. Information weapon. Information security threats. Foreign policy communications, their classification. Communication systems in foreign policy. Infoethics as a category of international information.

### 2. Goal and tasks of the academic component (AC)

The goal of the AC is to provide knowledge about the nature and specifics, the dynamics of international information and public communications; to form skills of work in information space.

The main tasks of the course are to study the basic categories and concepts of international information and public communications, to get acquainted with the basics of information and communication policy of international actors and their foreign policy communication activities; to develop skills of practical information activity

### 3. Learning outcomes (competencies)

	<b>Effects</b>	<b>Criterion code</b>
<b>General Competencies (GC)</b>	Ability to learn and master modern knowledge.	<b>GC 3</b>
	Knowledge and understanding of the subject area and professional activity.	<b>GC 4</b>
	Ability to work in an international context.	<b>GC 5</b>
	Ability to apply knowledge in practical situations.	<b>GC 7</b>
	Ability to think abstractly, analyze and synthesize.	<b>GC 8</b>
	Ability to use information and communication technologies.	<b>GC 9</b>
	Ability to communicate in the state language both orally and in writing.	<b>GC 10</b>
	Ability to search, process and analyze information from various sources.	<b>GC 12</b>
<b>Special (professional) Competencies (SC)</b>	Ability to identify features and trends of development, to understand the nature, dynamics, principles of organization of international relations, public communications and / or regional studies.	<b>SC 1</b>
	Ability to analyze international processes in various contexts, including political, security, legal, economic, social, cultural and information ones.	<b>SC 2</b>
	Ability to solve complex specialized problems and problems in the field of international relations, foreign policy, public communications, regional research.	<b>SC 4</b>
	Ability to analyze the structure and dynamics of international public communications, to identify their impact on the international system, state and public institutions.	<b>SC 10</b>
	Ability to carry out communication and information-analytical activities in the field of international relations (in the Ukrainian and foreign languages).	<b>SC 12</b>
<b>Learning outcomes (LO)</b>	To know the nature and mechanisms of international communications.	<b>LO 05</b>
	To collect, process and analyze large amounts of information on the state of international relations, foreign policy of Ukraine and other states, regional systems, international communications.	<b>LO 08</b>
	To research the problems of international relations, regional development, foreign policy, international communications, using modern political, economic and legal theories and concepts, scientific methods and interdisciplinary approaches, to present research results, to provide appropriate recommendations.	<b>LO 09</b>
	To fluently communicate in the state and foreign languages at the professional level required for professional discussion, preparation of analytical and research documents.	<b>LO 10</b>
	To carry out an applied analysis of international	<b>LO 11</b>

	relations, foreign policy of Ukraine and other states, international processes and the international situation in accordance with the objectives, prepare information and analytical.	
	To possess the skills of professional oral and written translation from/to foreign languages, in particular, on the professional subject of international cooperation, foreign policy, international communications, regional studies, bilateral and multilateral international projects.	<b>LO 12</b>
	To conduct a professional discussion on issues of international relations, international communications, regional studies, foreign policy, to argue their position, to respect opponents and their views.	<b>LO 13</b>

#### 4. Structure of the Academic Component

Name of the content module and topic	Total	Lectures	Seminars	Laboratory classes	Independent student's work	Consultations	Form of control / Grades
<b>Content module 1. FUNDAMENTALS OF INTERNATIONAL INFORMATION AND COMMUNICATION POLICY</b>							
Topic 1. Theoretical aspects of public communications	19	4	4	2	8	1	DS, PM/CM, P, SGW 3+3+4
Topic 2. Information paradigm of civilization development. Information society	19	2	4	2	10	1	DS, PM/CM, P, SGW 3+3+4
Topic 3. Information and communication policy of international organizations and states	23	4	4	4	10	1	DS, PM/CM, P, SGW 3+4+4+4
Topic 4. EU information and communication policy	19	4	2	2	10	1	DS, PM/CM, P, SGW 4+4
<b>Total for Module 1</b>	<b>80</b>	<b>14</b>	<b>14</b>	<b>10</b>	<b>38</b>	<b>4</b>	<b>23+20=43</b>
<b>Content module 2. INTERNATIONAL INFORMATION SECURITY AND COMMUNICATIONS</b>							
Topic 5. International information security	23	4	4	4	10	1	DS, PM/CM, P, SGW 3+4+4+4
Topic 6. International information and foreign policy	16	2	2	2	9	1	DS, PM/CM, P, SGW 3+4
Topic 7. International image information	17	2	2	2	9	2	DS, PM/CM, P, SGW 4+4
Topic 8. Information ethics	14	2	2	2	6	2	DS, PM/CM, P, SGW

							3+4
<b>Total for Module 2</b>	<b>70</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>34</b>	<b>6</b>	<b>20+17=37</b>
<b>Total hours / Grades</b>	<b>150</b>	<b>24</b>	<b>24</b>	<b>20</b>	<b>72</b>	<b>10</b>	<b>(43+37)/2=40</b>

*Control methods: DS – discussion, DB – debate, T – tests, TR – training, PM/CM – problems/cases management, IST/ISW – individual task/individual work of the student, SGW – work in small groups, MTP/TP – module test paper/test paper, Ab – abstract, analytical note, analytical essay, analysis of the work, P - presentation.*

### 5. Tasks for independent work.

Independent work includes the theoretical study of issues related to the topics of lecture classes that were not included in the theoretical course, or were considered very briefly, their in-depth study according to the recommended literature, as well as the completion of homework in order to consolidate the theoretical material, study the literature for preparation for seminar classes, preparation for the exam.

<b>Components of students' independent work</b>	<b>Hours</b>
Reading literature for classes	12
Research	12
Tasks fulfillment	12
Group activity	10
Preparation of the report / presentation	16
Final test	10
<b>Total hours</b>	<b>72</b>

## IV. EVALUATION POLICY

### The teacher's policy regarding the student

Class attendance is a mandatory component of the grade for which points are awarded. For objective reasons (for example, illness, international internship, participation in scientific events, etc.), training can be arranged (during this period) in online form or according to an individual plan in agreement with the teacher.

In the conditions of martial law or quarantine restrictions, the educational process at the University can be carried out in a mixed form of education, namely: face-to-face in the classroom or remotely in Microsoft Teams <https://teams.microsoft.com/l/team/19%3a277e532f096b46399ab93d62ccc16e0c%40thread.tacv2/conversations?groupId=f451c407-3659-4e68-9953-a07550e9343b&tenantId=79cf2153-dcef-4e36-ab8c-89480b2366aa>

### Academic Integrity Policy.

Zero tolerance for write-offs. Plagiarism and copying during the performance of written assignments (in particular, using mobile devices) are gross violations of the principle of academic integrity and are unacceptable in the process of studying the course.

### Deadlines and Rescheduling Policy.

All theoretical tasks are submitted on the day of the seminar. Working students coordinate the assignment schedule with the teacher. Missed classes are given up only if there is confirmation of a valid reason for the absence (certificate of absence due to illness or a statement about the need to miss classes).

If the student has completed the training and received the relevant Certificate, then the topic/topics of the discipline may be included (depends on the topic of the training and is decided separately in each individual case).

## **V. FINAL CONTROL**

The exam is the form of final control. However, if the student has received a total of at least 75 scores for all types of work, he/she may not pass the exam. If he/she has 75 points or more, but wants to improve his/her result, he/she passes the exam. The exam is conducted orally. The exam ticket includes 3 questions. On the exam, the student receives from 0 to 60 scores. The total number of scores for the course is 100. It is formed as the sum of the scores for the current assessment (40 scores) and the final assessment (60 scores).

### **Issues for the exam preparation**

1. The relationship between the concepts of «information» and «communication».
2. Theoretical foundations of social communication development.
3. Communicative process, its components.
4. Functions and role of communication in society.
5. Laws of communication.
6. The public sphere as a place where the communicative process takes place.
7. Types of public communications.
8. Information policy, communication policy: theoretical aspects.
9. Activities of «brain centers»
10. International information exchange.
11. National information space, its components.
12. Global information space, its components.
13. Information society.
14. Knowledge society.
15. Advantages and disadvantages of the information society.
16. Concepts of information society and knowledge society.
17. Models of the information society.
18. Electronic governance
19. International initiatives to build an information society.
20. The Okinawa Charter of the Global Information Society.
21. VSIS and its regional conferences.
22. Information and communication policy of the UN.
23. Information and communication policy of UNESCO
24. Information and communication policy of the OSCE.
25. Information and communication policy of NATO.
26. Information and communication policy of the Council of Europe.
27. Information and communication policy of international non-governmental organizations.
28. Information and communication policy of states.
29. Information policy of the European Union.
30. Framework programs of the European Union in the field of information and communication technologies.
31. Communication policy of the European Union.
32. Language policy of the European Union as a basis for inclusion.
33. Audiovisual policy of the European Union.
34. Information activity of institutions of the European Union
35. Approaches to the interpretation of the concept of «information security».
36. Types of information security.
37. Principles and directions of ensuring information security.
38. Information threats, their types.

39. Emergence of the problem of international information security.
40. Models of international information security.
41. The concept of information warfare. Forms of information warfare.
42. Special information operations.
43. Information weapons.
44. Psychological warfare, from the history of psychological warfare.
45. Scenarios of informational influences.
46. Protection of information space from special information operations.
47. Hybrid warfare.
48. Information security in the activities of the UN.
49. Information security in NATO activities.
50. Information security in EU activities.
51. International information terrorism.
52. Media terrorism.
53. Cyber terrorism.
54. Cybercrime.
55. Foreign policy communications, their classification.
56. Communication systems in foreign policy.
57. Problems of communication and information in international organizations.
58. Information activity of diplomatic missions.
59. Means of transmission of foreign policy information.
60. The influence of information and analytical institutions on the adoption of foreign policy decisions.
61. Public diplomacy.
62. Virtual diplomacy.
63. Media diplomacy.
64. Cultural diplomacy.
65. Information activities of the Ministry of Foreign Affairs.
66. Information and explanatory work in the host country.
67. Information provision of visits.
68. Intercultural communication.
69. International communication.
70. Psychological aspects of international communication.
71. Image diplomacy.
72. State branding.
73. Branding of states.
74. Components of the image of the state. Formation and maintenance of the image of states.
75. The role of international information in the formation of the state's reputation.
76. International image of Ukraine.
77. Infoethics as a category of international information. Basic provisions and principles of infoethics.
78. International Congresses on Infoethics.
79. Codes of professional ethics of media. Rights, freedoms and responsibilities of media.
80. PR ethics.
81. Infoethics of international computer systems and networks.
82. Infoethics in UNESCO's information policy.



## VI. GRADING SCALE

Scores	Linguistic Grade	ECTS Grading Scale	
		Grade	Definition
90-100	Excellent	A	outstanding performance
82-89	Very good	B	above the average standard
75-81	Good	C	generally sound work
67-74	Satisfactory	D	not bad
60-66	Sufficiently	E	performance meets the minimum criteria
1-59	Fail	Fx	needed to retake

## VI. RECOMMENDED LITERATURE AND INTERNET RESOURCES

### Educational and methodological publications

1. Глосарій. Навчальний енциклопедичний словник-довідник із питань інформаційної безпеки. За заг. ред. д. політ. н., проф. Шуляк А. М. Київ: МПБП «Гордон», 2019.

2. Карпчук Н. Аудіовізуальна й медіа політика, Освіта, навчання й молодь, Гуманітарна допомога та цивільний захист, Мультилінгвізм, Інформаційна безпека // Європейський Союз: навч. посіб / [А. О. Бояр (кер. авт. кол.), Н. П. Карпчук, Н. І. Романюк та ін.]; за ред. А. О. Бояра, С. В. Федонюка. Київ : ФОП Маслаков, 2020. 600 с.

3. Карпчук Н. Міжнародна інформація та суспільні комунікації : навч. посіб. для студ. закл. вищ. освіти. Луцьк, 2018, 514 с. <https://evnuir.vnu.edu.ua/handle/123456789/14600>

4. Карпчук Н. Міжнародна інформація та суспільні комунікації. Електронний курс, 2022.

<https://teams.microsoft.com/l/team/19%3a0c1efb40456b4d40a4571e91a58ac705%40thread.tacv2/c/versations?groupId=4e1518c8-3502-4d1f-bf48-3615c644b8df&tenantId=79cf2153-dcef-4e36-ab8c-89480b2366aa>

5. Карпчук Н. Словник понять та термінів (англійською мовою) нормативної навчальної дисципліни «міжнародна інформація та суспільні комунікації»: для студентів галузі знань 29 «міжнародні відносини», спеціальностей 291 «міжнародні відносини, суспільні комунікації та регіональні студії» й 292 «міжнародні економічні відносини». Луцьк, 2021, 30 с. <https://evnuir.vnu.edu.ua/handle/123456789/19509>

### Basic literature

1. Глобальні тренди міжнародних відносин. Монографія. Київ : Вадекс, 2020, 524 с Карпчук Н. Медіа як невоєнний метод впливу в гібридній війні. *Міжнародні відносини, суспільні комунікації та регіональні студії*, 2018, № 2 (4), с. 41 -49.

2. Карпчук Н. Консцієнтальна війна Російської Федерації в Україні та світі. *Вісник СНУ, Серія «Міжнародні відносини»*, № 8 (392), 2019, с. 41-47.

3. Карпчук Н. Стратегічні комунікації ЄС як засіб боротьби з дезінформацією. *Політичне життя*, 2019, № 1, С. 52-58.

4. Карпчук Н. Медіальні донесення з війни як інструмент боротьби у медіа-війні. *Історико-політичні проблеми сучасного світу*, 2019, Т. 40, С. 93-101.

5. Карпчук Н. Культурна дипломатія Японії. *Міжнародні відносини, суспільні комунікації та регіональні студії*, № 3 (11), 2021.

6. Карпчук Н., Юськів Б. Лінгвістичний ландшафт держав-членів ЄС як ознака монолітного неконфліктного суспільства. *Міжнародні відносини, суспільні комунікації та регіональні студії*, № 3 (11), 2021.

7. Cybersecurity Law Casebook. Czech CyberCrime Centre of Excellence. Masaryk University, Institute of Law and Technology, 2021.
8. Fedoniuk S., Karpchuk N., Yuskiv B. Ukraine's Information Security Policy: on the Crossroads between the West and Russia. *Czech Journal of Political Science/Politologický časopis*, № 3, 2023. P. 184-205.
9. Карпчук Н. Інформаційна підтримка європейської інтеграції: досвід Швеції. Міжнародні відносини: теоретико-практичні аспекти, № 1, 2023, С. 17-30. <http://international-relations.knukim.edu.ua/article/view/278399/273549>
10. Карпчук Н. Європейська інтеграція країн Центральної Європи: комунікаційний вимір. Міжнародні відносини, суспільні комунікації та регіональні студії, № 3 (14), 2022, С. 6-17. <https://relint.vnu.edu.ua/index.php/relint/article/view/273/248>
11. Karpchuk N., Yuskiv B. Political Communication Discord Between the Government and the Citizens: the Case of Ukraine. *Toruńskie Studia Międzynarodowe (Torun International Studies)*, № 12 (Vol.1). Toruń : Nicolaus Copernicus University, 2019, P. 157–168.
12. Karpchuk N. Information and Communication policy in a Wartime: the Case of Ukraine. *Historia i Polityka*, № 40 (47), 2022, P. 125-140.
13. Мороз О. Як не стати овочем. Інструкція з виживання в інфопросторі. Харків : Віват, 2021, 208 с.
14. Піпченко Н. Європейські комунікації. Навчальний посібник. Київ : Вадекс, 2021, 136 с.
15. Терещук В. Політичні проблеми розвитку глобальної медійної системи в пост біполярний період. Київ : Таксон, 2019, 350 с.
16. HACKS, LEAKS AND DISRUPTIONS. RUSSIAN CYBER STRATEGIES. 2018. Edited by Nicu Popescu and Stanislav Secrieru. URL: <https://www.iss.europa.eu/content/hacks-leaks-and-disruptions-%E2%80%93-russian-cyber-strategies>.
17. Melissen Jan (ed.). *The New Public Diplomacy. Soft Power in International Relations*. Palgrave Macmillan, 2020.